

**METHOD AND SYSTEM FOR  
DEVELOPING TEACHING AND  
LEADERSHIP CHARACTERISTICS AND  
SKILLS**

**U.S. Patent Application Serial No.  
10/016,905**

**Filed December 14, 2001**

**Attorney Docket No. D4701-00198**

**Exhibit O**

Fionnuala\_O'Connor@haygroup.com

To [tlc@broadband.co.uk](mailto:tlc@broadband.co.uk)

cc

05/12/2000 12:47

Subject [TLC] navigation and login/home pages - fao Rob M and Fiona

Please respond to <a href="mailto:tlc@broadband.co.uk">tlc@broadband.co.uk</a>
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Hi Rob and Fiona,

#### NAV PAGE

We've talked over the navigation page and had a look at your designs. In the spirit of your new process, here's what we want in the nav page.  
(See attached file: Main Navigation.doc)

All the sub-sections should be clickable "routers" to that section. We want it to be obvious to users where they can go to and where they can't. We would like them to be able to jump back to any area they have already visited. To go forward they have to chug through the actual system. Beccy will be sending on some of the specific "section to section" links later - but these are for other sections of tlc not for the nav page.

We'd like the nav to be all on one page and for it all to be visible at the same time. Could you do a design that shows the "route" rather than pull-out menus (We can still distinguish the "major nav" sections eg. by colour).

We would also like a "where I am now" indicator and a "back to log-in" link.

Are there any programming issues with any of this?

#### HOME PAGE

We need the same functionality on the initial login/home page as we had on the demo site, plus some - ie.

Login

First Time User

I have a question

Research

News

Privacy and Security

Licensing Transforming Learning

Keep me posted

Preview Transforming Learning (this is a link to the demo site)

We also need a strongly branded initial page. We liked the little figures, but

7/30/2007

wondered whether we could have a stronger "TLC" brand. Look forward to your ideas.

Does this all make sense? Let me know if you want to talk through anything,  
Fionnuala

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## Navigator Content

Four main sections, with sub-sections as below, for Headteachers and for Teachers.

There will be a separate navigation for school managers/EAZ/LEAs – this is a January task.

### Headteachers

Main Navigation	Sub-navigation: Headteachers
Exploring	About You The Questionnaires Understanding the Concepts <ul style="list-style-type: none"><li>• CSI Theory</li><li>• LSI Theory</li><li>• Receiving Feedback</li></ul> About Your Context
Getting Feedback	CSI Detailed Feedback: <ul style="list-style-type: none"><li>- Clarity</li><li>- Standards</li><li>- Etc</li><li>- Etc</li><li>- Etc</li><li>- Etc</li></ul> CSI Summary Feedback Prioritising for Action
Taking Action	Exploring your Leadership Styles Choosing your Leadership Styles Exploring and Choosing Actions Creating your Personal Plan Going Forward
Admin	Changing Your Password Questionnaire Set-up Tracking Your Questionnaires Setting up a School Manager Account

### Teachers

Main Navigation	Sub-navigation: Teachers
Exploring	About You The Questionnaires Understanding the Concepts: <ul style="list-style-type: none"><li>• Classroom Climate Theory</li><li>• Receiving Feedback</li></ul> About Your Context
Getting Feedback	Classroom Climate Detailed Feedback <ul style="list-style-type: none"><li>- Clarity</li><li>- Standards</li><li>- Fairness</li><li>- Etc</li><li>- Etc</li></ul>

	<ul style="list-style-type: none"> <li>- Etc</li> <li>- Etc</li> <li>- Etc</li> <li>- Etc</li> </ul> <p>Classroom Climate Summary Feedback Prioritising for Action</p>
Taking Action	<p>Exploring and Choosing Actions Creating your Personal Plan Going Forward</p>
Admin	<p>Changing Your Password Questionnaire Set-up Tracking Your Questionnaires</p>

**METHOD AND SYSTEM FOR  
DEVELOPING TEACHING AND  
LEADERSHIP CHARACTERISTICS AND  
SKILLS**

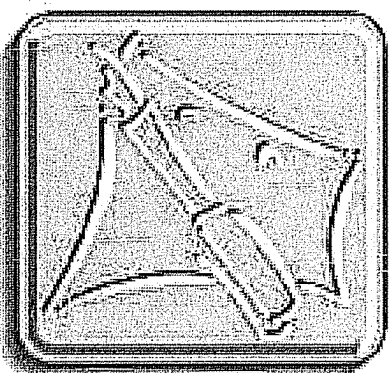
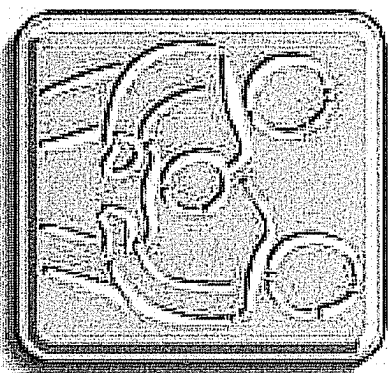
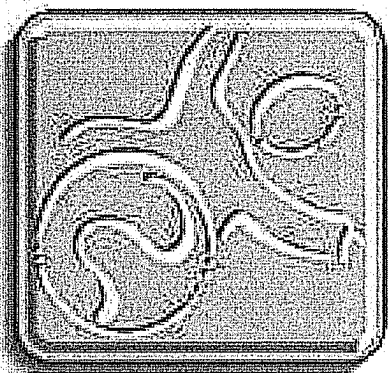
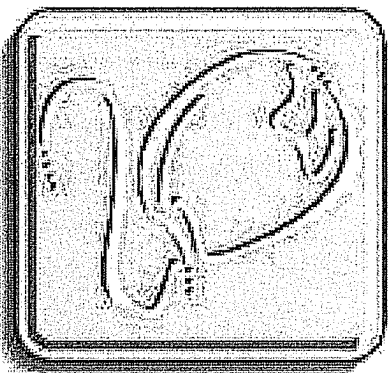
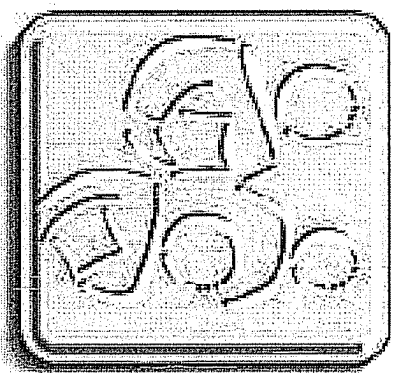
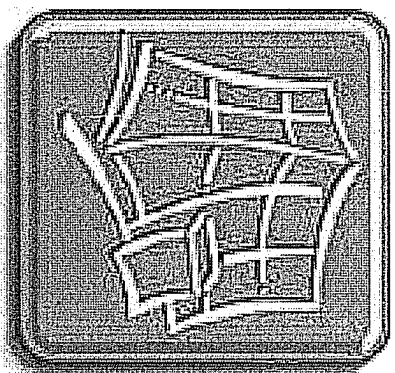
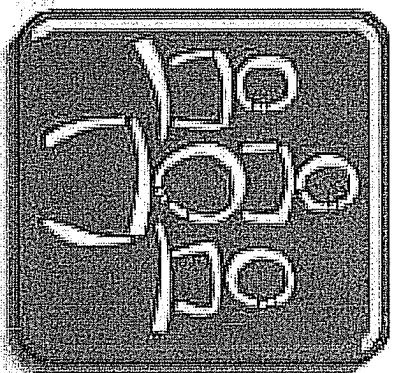
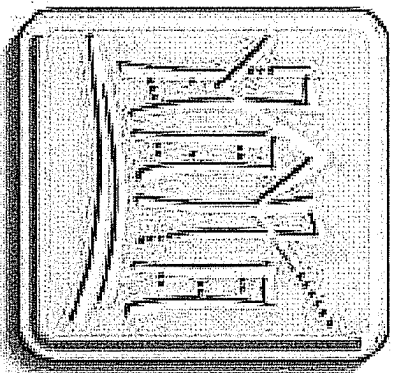
**U.S. Patent Application Serial No.  
10/016,905**

**Filed December 14, 2001**

**Attorney Docket No. D4701-00198**

**Exhibit P**

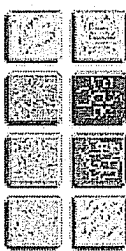
# TRANSFORMING LEARNING



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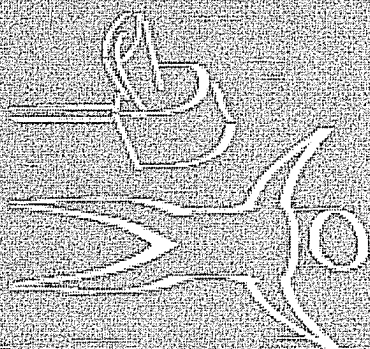
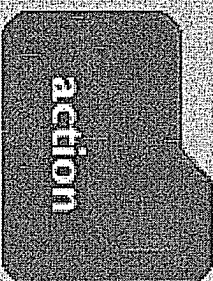
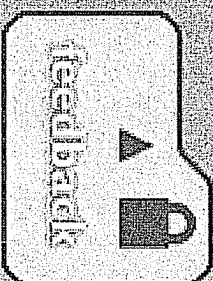
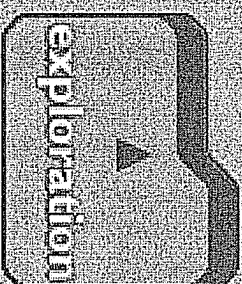


TRANSFORMING  
LEARNING

Welcome Back Name



questionnaire set-up  
about your course at  
the questionnaires  
understanding the  
concepts  
about you



you've got it

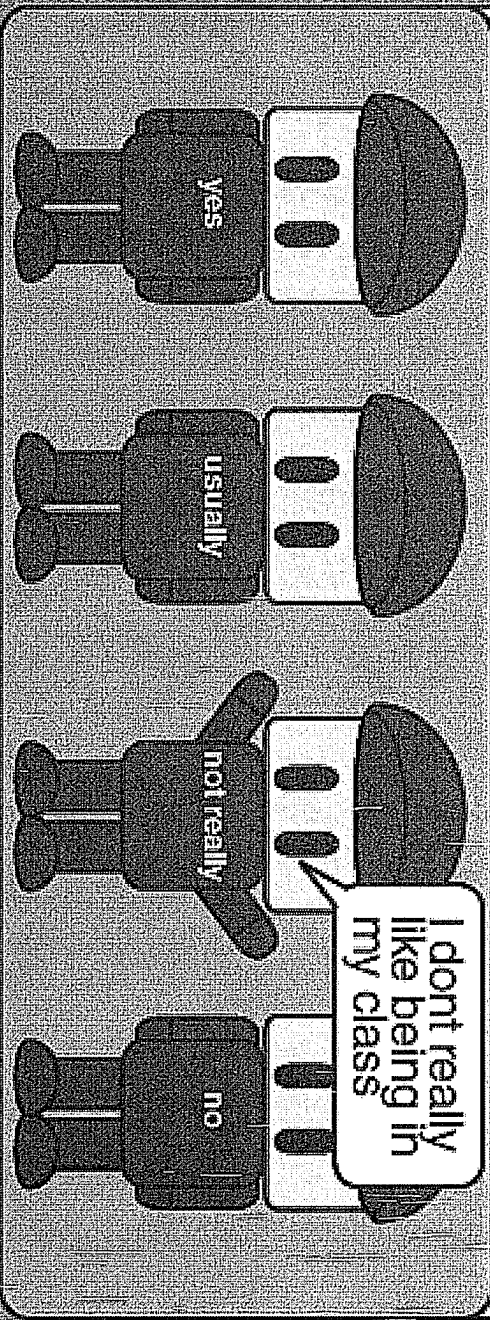
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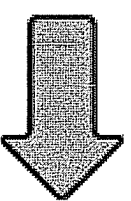
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the teachers question goes here

01 do you like being in your class ?



ready to move on to the next question ?



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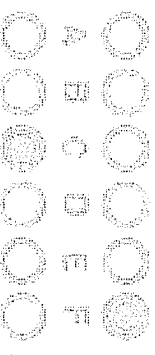
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Summary instructions go here. Normally only 2 lines or less.  
These are in the colour code of the page.

02

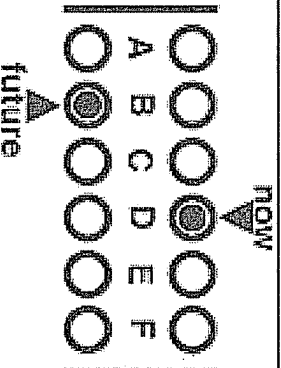
we are clear about what  
we are expected to achieve



we are not clear about what  
we are expected to achieve

03

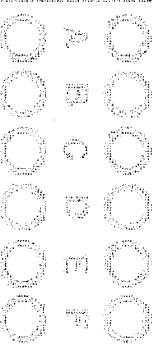
we are clear about what  
we are expected to achieve



we are not clear about what  
we are expected to achieve

04

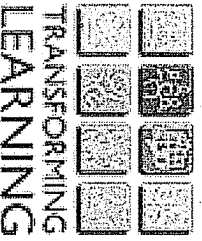
we are clear about what  
we are expected to achieve



we are not clear about what  
we are expected to achieve



NEXT ▶

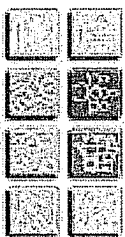


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LEARNING

Summary instructions go here. Normally only 2 lines or less.  
These are in the colour code of the page.

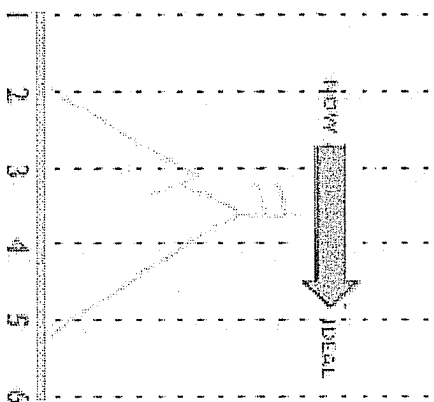
Text input field for user input.

Your Own Perceptions

Clarley

**Self Actual vs Self Ideal** - This shows the gap between  
your perception of the actual degree of Reward in the school  
and your perception of the ideal level.

You Allow vs  
Your Ideal



What Does This Mean?

You now vs You Ideal: You  
feel there should be a  
much higher level of  
recognition and reward in  
the school

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Address <http://www.broadband.co.uk/preview1/hay/page99.html>

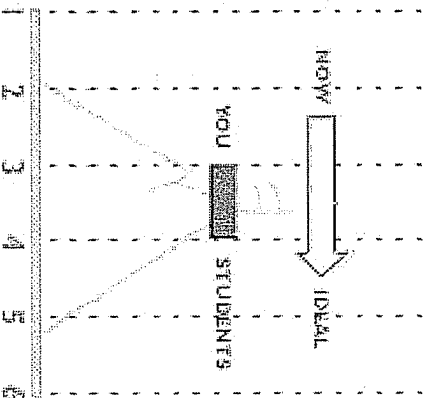
Go Links

## Your Perceptions vs. Your Colleagues'

Clarity

**Self Actual vs Self Ideal** - This shows the gap between your perception of the actual degree of Reward in the school and your perception of the ideal level.

You Now vs Your Ideal  
You Now vs Your Students Now



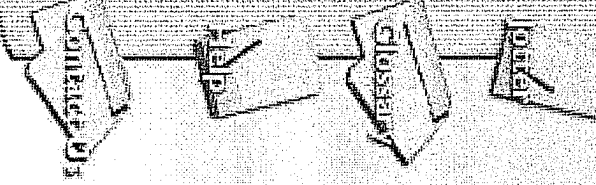
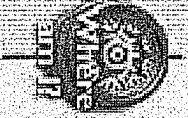
**What Does This Mean?**  
You now vs Your Ideal: You feel there should be a much higher level of recognition and reward in the school

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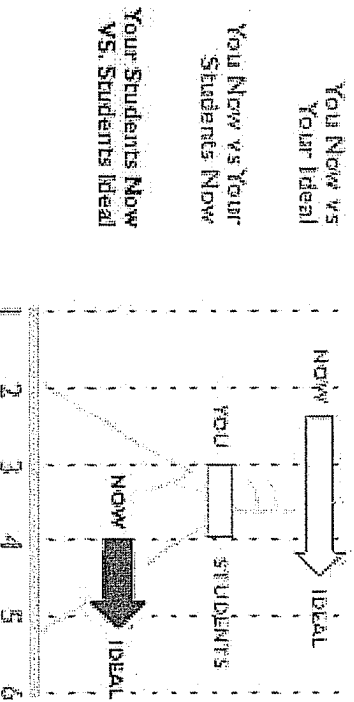


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### The Perception of Your Students

Clarley

**Self Actual vs Self Ideal** - This shows the gap between your perception of the actual degree of Reward in the school and your perception of the ideal level.



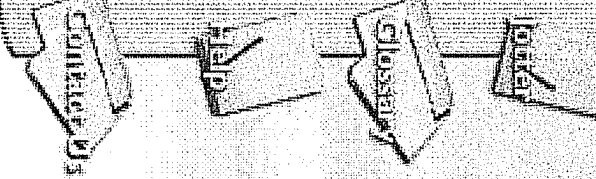
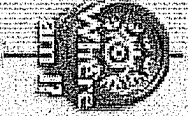
#### What Does This Mean?

You now vs You Ideal: You feel there should be a much higher level of recognition and reward in the school

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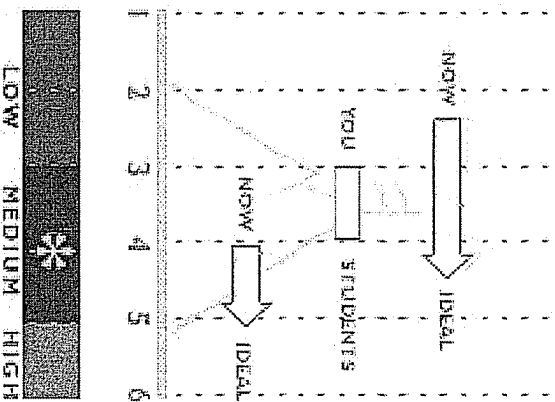
### Your School in Comparison With Other Schools

Clarify

You Now vs  
Your Ideal

You Now vs Your  
Students Now

Your Students Now  
vs. Students Ideal



What Does This Mean?

You now vs You Ideal: You feel there should be a much higher level of recognition and reward in the school

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://www.broadband.co.uk/preview1/hay/page104.html>

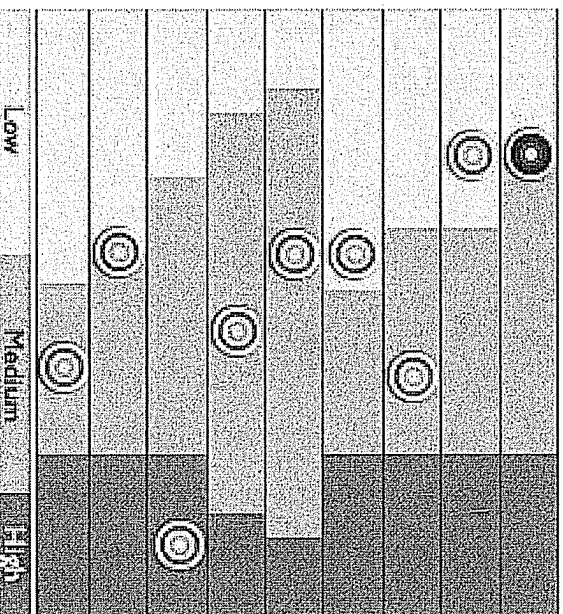
Go Links

Change Feedback

Summary

### Your Class compared with other classes

This chart shows the gap between your own and others' perception of the actual levels of all CSI dimensions. The Context for School Improvement is a measure of individuals' perceptions at a point in time, and can be strengthened when the Headteacher and staff work together.



Significant improvements can be realised by focusing on the key dimensions of:

Clarity: ensuring that everyone is clear about strategic direction, key goals, organisation structure, policies and guidelines, and understands how they can contribute to the school's broader goals.

Standards: ensuring that everyone is working toward improvement and excellence, and that mediocrity is not tolerated.

Working on these two areas first will produce the best improvement in CSI over time.

What Does This Mean?

TRANSFORMING LEARNING

Done

Internet

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://www.broadband.co.uk/preview1/hay/page107.html>

Go Links

Summary instructions go here. Normally only 2 lines or less. These are in the colour code of the page.

How do you think you lead?

How Ratens view you

Infrequent	Back-up	Dominant
Coaching	Democratic Affiliative Authoritative	Coercive Pacesetting
Coaching	Democratic Affiliative Authoritative	Coercive Pacesetting

What Does This Mean?

You and your colleagues are in broad agreement as to the way in which you lead the school. However, only 2 lines or less. These are in the colour code of the page.

resizable height - aligned to top

Done

Start

Russell ...

TLC Co...

Microsof...

Microsof...

Broadb...

PTScr 3...

Internet

12:19

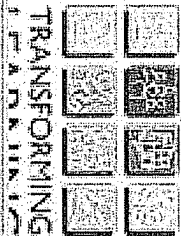
File Edit View Favorites Tools Help

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Address http://www.broadband.co.uk/preview1/hay/page109.html Go Links

Summary instructions go here. Normally only 2 lines or less.  
These are in the colour code of the page.

Dimensions	Priority	Want to know more?	Select
Clarity	Medium	click here to find out more	Select
Standards	Medium	click here to find out more	Select
Order	High	click here to find out more	Select
Fairness	Medium	click here to find out more	Select
Environment	Medium	click here to find out more	Select
Another	Medium	click here to find out more	Select
Another	Medium	click here to find out more	Select



TRANSFORMING  
PARADISE

Done

Internet

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

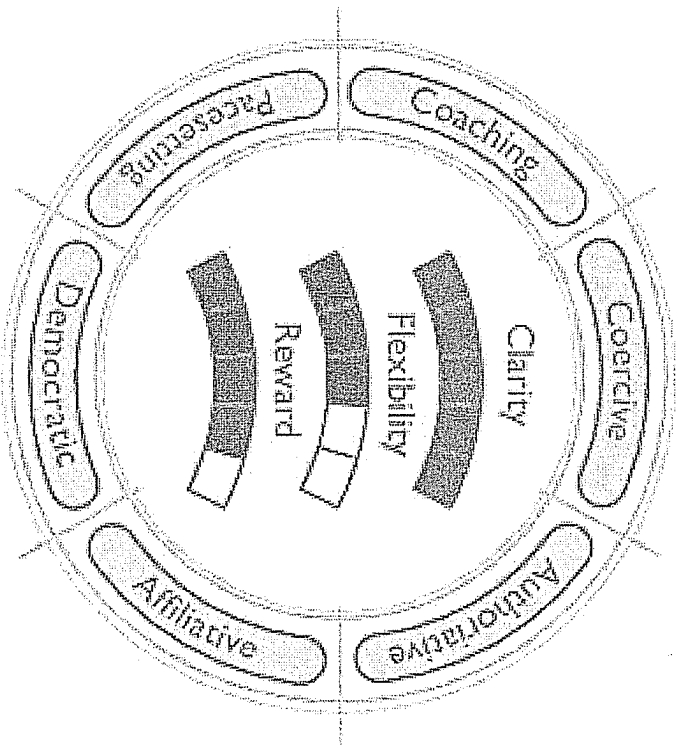
Address <http://www.broadband.co.uk/preview1/hay/page118.html> Go Links

### Your style in context Leadership Styles

Choose the style you want to explore. When you have explored them all, highlight the style you are thinking of improving and click Next

Your Coercive style is

Dominant



Extremely Valuable Of Short Term Use Not

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://www.broadband.co.uk/preview/1/hay/page118.html>

Go Links

Leadership Styles

Click next to go forward with the highlighted style or click another style or click [back] to look again at the implications of using each style

	Coercive	Dominant	CLARITY	FLEXIBILITY	REWARD
Authoritative					
Affiliative					
Democratic					
Pacesetting					
Coaching					

Extremely Valuable Of Short Term Use Not  
Valuable Value With Care Recommended

Done

Internet

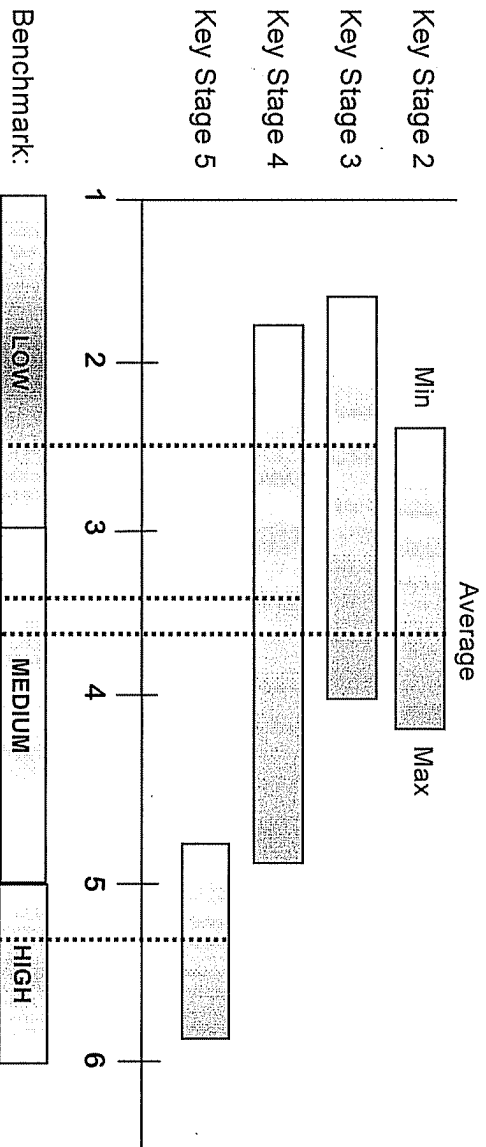
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Address <http://www.broadband.co.uk/preview1/hay/page96.html> Go Links

## Dimension: Clarity

The extent to which students are clear about the aims and objectives of the course; how well they understand the purpose of each lesson and what is expected of them in their homework; and how each lesson relates to the broader subject.



### Commentary:

Overall, teachers in Key Stages 2 and 4 are creating a satisfactory level of clarity for their pupils, although there is a wide range of achievement in Key Stage 4. Teachers in Key Stage 3 are outstanding – you may wish to investigate here for examples of best practice. The main area for development is at Key Stage 5.

Done

Start

American Systems

Broadband Commu...

Print Screen Deluxe ...

Internet

22:46

**METHOD AND SYSTEM FOR  
DEVELOPING TEACHING AND  
LEADERSHIP CHARACTERISTICS AND  
SKILLS**

**U.S. Patent Application Serial No.  
10/016,905**

**Filed December 14, 2001**

**Attorney Docket No. D4701-00198**

**Exhibit Q**

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**Russell Hobby: August 2000 – December 2000**

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**August 2000****Tuesday, 1 August, 2000****Wednesday, 2 August, 2000**

14:30 - 15:30 Lynne

**Thursday, 3 August, 2000****Friday, 4 August, 2000****Monday, 7 August, 2000****Tuesday, 8 August, 2000**

- All Day - CEL - Manchester

**Wednesday, 9 August, 2000****Thursday, 10 August, 2000****Friday, 11 August, 2000****Monday, 14 August, 2000****Tuesday, 15 August, 2000**

10:30 - 13:30 Coventry LEA (Chris Thatcher) - Room 1  
12:30 - 14:00 Chris Baker: CPD Network

**Wednesday, 16 August, 2000**

09:00 - 12:00 Fionnuala - S&M Chat  
11:30 - 12:00 Helen: Newham EAZ  
15:00 - 16:00 Meeting with Esther and Juliet (Marketforce) - Room 2

**Thursday, 17 August, 2000**

10:00 - 12:00 ESP Meeting with Molly  
16:30 - 17:00 Michael re: SMT brochure

**Friday, 18 August, 2000**

- All Day - Keep Free

## Monday, 21 August, 2000

## Tuesday, 22 August, 2000

11:30 - 12:30	Fionnuala
12:00 - 12:30	Brief Media Link re: TLC @ Rm 1 (Sara Chappel, Julia Bryan, Rosie Bain, Ellie Button)
16:00 - 17:00	Diane - WBB

## Wednesday, 23 August, 2000

15:00	Deadline for Brochure Copy
15:00 - 17:00	Headteacher Focus Group

## Thursday, 24 August, 2000

11:00 - 12:00	Hay/Guardian Conference @ 119 Faringdon Rd, w/ Julian Rose and Jerry O'Conner
15:00 - 16:00	John Morely re: entrepreneurs

## Friday, 25 August, 2000

09:00	Call Rob Bonnington at Beds LEA
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## Monday, 28 August, 2000

- All Day -	BANK HOLIDAY
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## Tuesday, 29 August, 2000

## Wednesday, 30 August, 2000

09:00 - 10:00	Media Link Meeting (Sarah) w/ Charlotte (CHA) - discuss broadcast strategy
13:00 - 15:00	Focus Group - Kevin King, Headteacher (trying to find others)
15:00 - 17:00	Teacher Focus Group - Phil Taylor and another

## Thursday, 31 August, 2000

15:00 - 16:30	Meeting w/ Chris Baker, Michael @ Victoria
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## **September 2000**

## Friday, 1 September, 2000

**Monday, 4 September, 2000**

09:15 Call Melanie @ Holy Family re: pilots  
16:00 - 17:00 Lynne, design stuff

**Tuesday, 5 September, 2000**

10:00 - 12:00 Monthly meeting with Collette Hill PR - Room 9  
12:00 - 12:30 Tying up some loose ends re VABIS in room 9

**Wednesday, 6 September, 2000****Thursday, 7 September, 2000**

16:15 - 18:15 MvdG and RH - Provider meeting with HTI - Anne Evans (Sec Paula Brown Tel: 02476410104) Room TBC  
17:00 - 19:00 TLC Demo - Esther Williams & Mike Parkhurst (NAHT) @ Victoria

**Friday, 8 September, 2000**

10:00 - 11:00 Russell Hobby - review the Mark Hunter chapter?

**Monday, 11 September, 2000**

- All Day - TLC Demo - Essex LEA, 9:30 @ Chelmsford (Paul Lincoln, Peter Evans)

**Tuesday, 12 September, 2000**

11:00 - 11:30 Reen + Russell re marketing for roadshows

**Wednesday, 13 September, 2000**

11:30 - 12:30 Russell/Anna  
16:00 - 18:00 Team Meeting

**Thursday, 14 September, 2000**

10:00 - 12:00 Headteacher Focus Group - John Evans and Geoof Moore  
10:00 - 12:00 FOC RH NAHT (Esther Williams, Mike Parkinson) meeting room 8  
16:30 - 20:00 TLC Meeting - Continuing into Evening

**Friday, 15 September, 2000**

12:00 - 13:00 Russell Joining: CEO vs HT's Study - Room 6

**Monday, 18 September, 2000**

10:45 - 12:45      TLc Demo - West Berkshire DC; Andy Tubbs  
15:00 - 16:00      Amanda Howlett/Russell Hobby

**Tuesday, 19 September, 2000**

10:00 - 12:30      Southwark LEA - Demo Meeting  
14:00 - 15:00      Stuart, Business Planning - Education  
15:30 - 16:30      Gerry from The Guardian - discuss next steps

**Wednesday, 20 September, 2000**

09:00 - 10:00      TLc meeting re Fusion 2000 - Grey Room  
14:00 - 16:00      Provider meeting with Rod Young from QAA (Tel: 01525  
402048) + RH, AL (Room TBC)  
17:00 - 18:00      Chicelli web cast

**Thursday, 21 September, 2000**

15:45 - 17:45      Provider meeting with Harry Tomlinson (Tel: 0113-2837407)  
and Sheril Andrews (Industrial Society) (Sec: Emma Forletta  
Tel: 01214103197 - Map faxed) Room TBC

**Friday, 22 September, 2000**

10:00 - 17:00      Team Awayday - venue tbc

**Monday, 25 September, 2000**

10:30 - 12:30      Northamptonshire LEA - Demo Meeting  
17:30 - 18:30      Build Stand

**Tuesday, 26 September, 2000****Wednesday, 27 September, 2000****Thursday, 28 September, 2000****Friday, 29 September, 2000**

- All Day -      Dudley EAZ - Seminar

## October 2000

### Monday, 2 October, 2000

10:00 - 11:00	TLC Database Mting
14:00 - 16:00	Monthly meeting with Collette Hill PR - Room 9

### Tuesday, 3 October, 2000

12:30 - 17:30	North Yorkshire LEA - Post LPSH Presentation with Anna
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### Wednesday, 4 October, 2000

11:00 - 12:00	Meeting - Reen + Russell re NWEA conference in Bolton
13:30 - 15:30	Parklands Junior School, Ms Gina Gardiner @ Romford, Essex
14:00 - 15:30	Meet Julia Harper of GWIST to discuss TLc

### Thursday, 5 October, 2000

### Friday, 6 October, 2000

### Monday, 9 October, 2000

- All Day -	NASS - Chris Dyson
18:30	Drinks with Michael

### Tuesday, 10 October, 2000

13:30 - 16:00	Leadership Group Meeting at Holy Family School (Melanie Wheeler)
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### Wednesday, 11 October, 2000

12:15	Chris @ N Yorks LEA
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### Thursday, 12 October, 2000

10:00 - 12:00	Meeting with Dorthay Brand - Lewisham Education
13:30 - 17:00	Holy Family Focus Group

### Friday, 13 October, 2000

**Monday, 16 October, 2000**

- All Day - CPD Conference, London
- All Day - Durham Presentation

**Tuesday, 17 October, 2000**

- All Day - BRISTOL ROADSHOW

**Wednesday, 18 October, 2000**

- 10:00 - 12:00 PM Seminar in Somerset

**Thursday, 19 October, 2000****Friday, 20 October, 2000**

- All Day - Wokingham LEA Conference

**Monday, 23 October, 2000**

- All Day - Half Term
- 11:00 - 13:00 TLC - Client Info Meeting (Support Existing Customers)

**Tuesday, 24 October, 2000**

- 10:00 - 18:00 Hold for 'Partners in Education' Meeting - Victoria Room TBC with lunch

**Wednesday, 25 October, 2000****Thursday, 26 October, 2000**

- 10:00 - 13:00 Re-scheduled client info meeting

**Friday, 27 October, 2000****Monday, 30 October, 2000**

- All Day - Half Term Possibly
- 12:15 Chris @ Gloucs LEA

**Tuesday, 31 October, 2000**

- 14:00 - 16:00 DGC Performance Review - Russell Hobby - Room 6
- 16:15 - 17:15 Reen + Russell re TLc

## November 2000

### Wednesday, 1 November, 2000

09:00 - 13:00	Marketing Briefing - Paul Basile (Victoria)
15:00 - 17:00	TLC -Client Info (Support Existing Customers) Meeting in Project Office

### Thursday, 2 November, 2000

10:30 - 14:30	BEDFORDSHIRE FOCUS GROUP
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### Friday, 3 November, 2000

- All Day -	DAY OFF!!!!!!
- All Day -	Bridgwater EAZ Inset Day - PM Workshop

### Monday, 6 November, 2000

14:00 - 16:00	Monthly meeting with Collette Hill PR - Room 9
16:30 - 17:00	MCA Awards 2nd stage meeting - Room 7

### Tuesday, 7 November, 2000

14:00 - 16:00	Graham Smith, Haringey
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### Wednesday, 8 November, 2000

10:00 - 12:00	TLC - Selling of Licences Meeting
13:00 - 16:00	Revise Roadshow Presentation

### Thursday, 9 November, 2000

09:00 - 12:00	Hold for MCA Case Study Draft
15:00 - 16:00	Meeting with Pat Reynolds @ Essex County Council

### Friday, 10 November, 2000

- All Day -	Andy & Lucy's Wedding
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## **Monday, 13 November, 2000**

## **Tuesday, 14 November, 2000**

- All Day - BIRMINGHAM ROADSHOW

## **Wednesday, 15 November, 2000**

10:00 - 12:00 Meeting with Jeanette Corking @ Wandsworth LEA Group of Head teachers  
14:30 - 16:30 Meeting with Dorothy Brown (Lewisham)

## **Thursday, 16 November, 2000**

- All Day - MAIDSTONE ROADSHOW  
11:00 - 11:45 MCA Final meeting - Room 7

## **Friday, 17 November, 2000**

11:00 - 12:00 Reen + Rascal re TLC  
13:00 - 17:00 Mr Harkin - Bruce Junior School - Transforming Learning

## **Monday, 20 November, 2000**

16:00 - 18:00 Bexhill School - Mike Conn @ The Jarvis Cooden Beach Hotel

## **Tuesday, 21 November, 2000**

- All Day - LONDON ROADSHOW  
09:00 LESSONS OF LEADERSHIP RELEASE  
09:00 - 09:30 David Hart, NAHT

## **Wednesday, 22 November, 2000**

10:30 - 11:00 Julia Warren - MBA  
12:00 Send Batch 1 & 2 of LoL mailing  
16:00 Home Early

## **Thursday, 23 November, 2000**

- All Day - Durham Headlamp Conference - 'Leading for Learning' (30 heads)

## **Friday, 24 November, 2000**

10:00 - 12:00 TLC - Enhancing the Brand Meeting  
14:00 - 16:00 Stephen Hoar, freelance journalist

**Monday, 27 November, 2000**

11:15 - 12:15	Angela Law/Anne Wilson from Emseven re video (o.b.o. Nick Woollard) (01753858895)
14:00 - 15:00	Olly Solmon re video (Crown Business Communications 07747612804/02077277272) - Room 9
15:00 - 16:00	Nick Clemson re video (Presentation Showhouse 0860620577/02089941100) - Room 9
16:15 - 17:15	Andy Booth re video (World TV 01179304099/02073888555) - Room 9

**Tuesday, 28 November, 2000**

- All Day - READING ROADSHOW

**Wednesday, 29 November, 2000**

- All Day - LANCASTER ROADSHOW

**Thursday, 30 November, 2000**

- All Day - LIVERPOOL ROADSHOW

**December 2000****Friday, 1 December, 2000**

13:00 - 17:15 Croydon Demo

**Monday, 4 December, 2000**

10:00 - 11:00	Meet w/ Chris Embrey to discuss PM day
14:00 - 16:00	Monthly meeting with Collette Hill PR - Room 9

**Tuesday, 5 December, 2000****Wednesday, 6 December, 2000**

16:00 - 18:00 Meeting with John Wilson from College Hse Junior School

**Thursday, 7 December, 2000**

- All Day - MANCHESTER ROADSHOW

**Friday, 8 December, 2000**

12:00 - 14:00 Lunch with Frank and GTC (London) - possibly

**Monday, 11 December, 2000**

12:00 Send Christmas Cards

**Tuesday, 12 December, 2000**

**Wednesday, 13 December, 2000**

12:00 - 18:00 TEAM CHRISTMAS LUNCH - Dover Street Wine Bar

**Thursday, 14 December, 2000**

14:00 - 17:30 Keith Sadler @ Bristol LEA (Bristol Parkway)

**Friday, 15 December, 2000**

10:00 - 12:30 HOLD: Meeting with emseven re video production: Angela Law, Anne Wilson and Phil Swerdlow - Room TBC  
15:00 - 17:00 Martin Baker - Hertfordshire LEA Meeting with Pat Collarbone, Howard Kennedy, MVDG, RH at London Leadership Centre re TLC

**Monday, 18 December, 2000**

10:00 - 12:00 Chris Embrey, Hereford  
14:00 - 17:00 Wolverhampton LEA Intro Meeting

**Tuesday, 19 December, 2000**

12:30 - 14:00 Lunch with CHA

**Wednesday, 20 December, 2000**

- All Day - Holiday  
12:30 - 13:30 Lunch w/ Gerry O'Connor

**Thursday, 21 December, 2000**

**Friday, 22 December, 2000**

08:45 - 09:45 TLc champagne breakfast at Royal Garden Hotel (Park Terrace)  
2-24 Kensington High Street Tel:02079378000

**Monday, 25 December, 2000**

**Tuesday, 26 December, 2000**

**Wednesday, 27 December, 2000**

**Thursday, 28 December, 2000**

**Friday, 29 December, 2000**

**METHOD AND SYSTEM FOR  
DEVELOPING TEACHING AND  
LEADERSHIP CHARACTERISTICS AND  
SKILLS**

**U.S. Patent Application Serial No.  
10/016,905**

**Filed December 14, 2001**

**Attorney Docket No. D4701-00198**

**Exhibit   R**

"AMANDA HOWLETT"  
<AMANDA.HOWLETT@pannone.co.uk>

To Celia Coleman/GB/EUROPE/HAYGROUP@HAYGROUP, Stephen  
Lams/GB/EUROPE/HAYGROUP@HAYGROUP

cc

18/07/2000 14:39

Subject Broadband Memorandum of Understanding

---

As discussed yesterday attached are draft terms to cover the interim period with Broadband. Please call if you want to discuss. my direct line is 0161 909 4168. I just sent this e-mail with the wrong attachment - sorry, please can you delete the earlier e-mail if I didn't retract it quickly enough!  
Amanda

Amanda Howlett  
Assistant Solicitor

Pannone & Partners  
Solicitors,  
123 Deansgate,  
Manchester M3 2BU

Tel. : 0161 909 3000 (switchboard)  
Direct tel : 0161 909 4168  
Fax. : 0161 909 4400 (general)  
E-mail : amanda.howlett@pannone.co.uk  
Website : www.pannone.com

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I

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Links to Hay Group websites: <http://www.haygroup.co.uk>,  
<http://www.transforminglearning.co.uk>, <http://www.haypaynet.com>

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Registered in England and Wales No. 763575

**HAY HEADED NOTEPAPER**  
**DRAFT MEMORANDUM OF UNDERSTANDING WITH BROADBAND**

name of contact  
Broadband  
Full corporate name and address

**Our Ref:**

**Your  
Ref:**

, 2000

**Date:**

Dear

**MEMORANDUM OF UNDERSTANDING**

I am pleased to confirm that, subject to us getting full corporate approval and agreeing with you the terms of the contract, we wish to appoint you to design and write software for us to run our website ("the Services").

Obtaining corporate approval will take some time so we would like to appoint you in the interim period to undertake, in collaboration with us, the initial design phase as set out in the attached Annex ("the Interim Services").

We will pay you for the Interim Services on a time and materials basis at the rate of [£750] per [8] hour day per member of your staff. Reasonable expenses necessarily incurred in the performance of the Interim Services will also be reimbursed, subject to production of reasonable evidence of expenditure. You will keep proper time records which we may inspect on reasonable notice.

Invoices should be submitted at the end of each month for reimbursable expenses and work done in that month, and will be payable within 30 days of receipt, subject to a 5% discount if paid within 7 days of receipt.

The copyright and all other intellectual property rights in [CPS] and your general know-how and expertise will remain with you, but otherwise all copyright and intellectual property rights in materials produced in the Interim Services shall vest in and be assigned to us.

You will carry out the Interim Services promptly and expeditiously using appropriately qualified staff.

The terms of the Confidentiality Agreement made between us dated [ ] shall remain in full force and effect.

At any time we can give you 1 weeks written notice to stop providing the Interim Services, subject of course to paying you in full for work completed prior to termination. Either of us may terminate immediately by written notice to the other in the event of material breach, insolvency, winding up etc.

No agency or partnership shall be created between us.

Whilst we will negotiate the contract for the provision of the Services in good faith and will seek corporate approval we are not committed to entering a contract with you for all or part of the Services and can withdraw from the negotiations at any time.

I hope that we have a successful business relationship. Please confirm your acceptance of the above terms by signing and returning to us the enclosed copy of this letter.

Yours sincerely

For and on behalf  
of Hay Management Consultants Ltd

[ON COPY We accept the terms of this letter of which this is a true copy]

**METHOD AND SYSTEM FOR  
DEVELOPING TEACHING AND  
LEADERSHIP CHARACTERISTICS AND  
SKILLS**

**U.S. Patent Application Serial No.  
10/016,905**

**Filed December 14, 2001**

**Attorney Docket No. D4701-00198**

**Exhibit S**

"Fiona Conner" <[fiona.conner@broadband.co.uk](mailto:fiona.conner@broadband.co.uk)>

To Stephen Lams/GB/EUROPE/HAYGROUP@HAYGROUP

cc

Subject RE: Tasks

08/11/2000 16:31

Please respond to <a href="mailto:fiona.conner@broadband.co.uk">fiona.conner@broadband.co.uk</a>
---



Here's our list....

> -----Original Message-----

> From: Stephen\_Lams@haygroup.com [mailto:[Stephen\\_Lams@haygroup.com](mailto:Stephen_Lams@haygroup.com)]

> Sent: 08 November 2000 13:10

> To: [fiona.conner@broadband.co.uk](mailto:fiona.conner@broadband.co.uk)

> Subject: Tasks

>

>

>

>

> (See attached file: Task\_List.XLS)

>

>

>

>

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> 0AU, Tel (44)  
> (0)20 7881 7000, Fax (44) (0)20 7881 7100, <http://www.haygroup.com>,  
> <http://www.haypaynet.com>.

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Task	Proto	Build	Test	End Date	For		Status	Comments	Confidence		Test Now	Hay Owner
					Alpha/B	eta			e for Alpha	Delivery		
Login Control	6-Nov-00			7-Nov-00	Beta	Matt Southall	50%	Not ready to test. Need to incorporate metaset changes.	80%		Y	SL
Set Create	9-Oct-00			11-Oct-00	Alpha	Fiona Conner	100%	Not ready to test. Need to incorporate metaset changes.	100%		Y	SL
Questionnaires	16-Oct-00	23-Oct-00	24-Oct-00	16-Oct-00	Alpha	Louise Crow	Done	Done apart from new algo to remove questions based on BG questionnaire	100% CF		Y	BW
Graphs	29-Sep-00	5-Oct-00	9-Oct-00	29-Sep-00	Alpha	Rob Ingram	Done	Not ready to test. Needs more work based on recent chart examples.	Proto in Java. Flash?		Y	BW
Q Cleaning		24-Oct-00	25-Oct-00	24-Oct-00	Alpha	Louise Crow	Done	Ready to test.	100% (needs test)		Y	BW
Q Processing		26-Oct-00	27-Oct-00	26-Oct-00	Alpha	Louise Crow	Done	Individual processing ready.	100% (needs test)		Y	BW
Theory + Context	9-Oct-00			12-Oct-00	Alpha	Phil Piper	100%	Ready to test.	100%		Y	FOC

Feedback	5-Oct-00	19-Oct-00	20-Oct-00	5-Oct-00	Alpha	Rob Ingram	Done	Head and teacher 'feedback' ready but missing check for blank dimensions. Emotions etc. in progress. Not started SM/EA feedback.	100%	Y	KN
CPS	19-Oct-00			1-Nov-00	Alpha	Matt Southall	90%	Not ready to test, Matt putting in database structure.		Y	SL
Forgot/Change pword	10-Nov-00			14-Nov-00	Beta	Fiona Conner	Done	Ready to test.	100%	Y	FOC
Create School Manager	20-Nov-00			21-Nov-00	Beta	Fiona Conner	Done	Ready to test.	100%	Y	FOC
SPs	4-Oct-00	2-Nov-00	6-Nov-00	4-Oct-00	Alpha	Rob Ingram	Done	Nearly finished!		N	
Bookmarking	4-Oct-00	9-Oct-00	10-Oct-00	4-Oct-00	Alpha	Rob Ingram	Done	Won't be all that meaningful for Alpha - no login, nothing to go back to	50%	N	
Message Scheduler	9-Nov-00	13-Nov-00	14-Nov-00	9-Nov-00	Beta	Fiona Conner				N	
Action Planner	7-Nov-00	9-Nov-00	10-Nov-00	7-Nov-00	Beta	Fiaz Khan				N	
Set Management	29-Nov-00	4-Dec-00	5-Dec-00	29-Nov-00	Beta	Fiona Conner				N	
Set Processing	11-Oct-00	16-Oct-00	17-Oct-00	11-Oct-00	Alpha	Louise Crow		Got algo values. Not doing for Alpha.	SP 100%, CF 0%	N	

Set Cleaning	13-Oct-00	18-Oct-00	19-Oct-00	13-Oct-00	Alpha	Louise Crow		Got algo values. Not doing for Alpha.	SP 100%, CF 0%	N	
Data Markers	25-Oct-00	27-Oct-00	30-Oct-00	25-Oct-00	Alpha	Louise Crow		Got algo values. Not doing for Alpha.	SP 100%, CF 0%	N	
SM Feedback	6-Nov-00	10-Nov-00	13-Nov-00	8-Nov-00	Beta	Rob Ingram		not started		N	
Initial Registration	6-Nov-00	10-Nov-00	13-Nov-00	8-Nov-00	Beta	Louise	90%			N	
Tracker	20-Nov-00			24-Nov-00	Beta	Rob Ingram		Data elements done. More to integrate		N	
Graph Re-generation	13-Nov-00			14-Nov-00	Beta	Rob Ingram				N	
Graph cache clean	20-Nov-00			22-Nov-00	Beta	Rob Ingram				N	
Rater Management	10-Nov-00			15-Nov-00	Beta	Fiona Conner				N	